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AUTHOR Rogers, JoAnn V.
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ABSTRACT

Some practical information about microforms is provided for librarians, with specific help for those in Kentucky. The information given includes a brief history of microforms as well as discussions of: advantages and disadvantages of microforms, types (fiche and film rolls), selection, and bibliographic access through indexes. Availability of microforms through cooperative projects and interlibrary loan is discussed with particular reference to the Kentucky Cooperative Library Information Project (KENCLIP) and its union list of periodicals produced in computer output microfilm (COM) format. Terminology needed for informed purchasing is given along with pertinent information on microform preservation of local history materials, newspapers, and genealogical sources. A list of publishers' addresses and a bibliography (partly annotated) of guides, catalogs, periodicals, and periodical articles are included. (LS)

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Microforms

for

Kentucky Public Libraries

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by

JoAnn V. Rogers

Assistant Professor

College of Library Science
University of Kentucky

1975

(This article is based on the workshop "Microform Acquisition" presented by Ms. JoAnn V. Rogers for the Public Library Division, Kentucky Library Association on April 11, 1975. Assisting Ms. Rogers were: Ms. Barbara Dye, Newspapers and Microtexts Division, Margaret I. King Library, University of Kentucky; and Mrs. Danby Williams, Librarian, Winchester Public Library.)

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Within the past year over 200 public libraries in Kentucky have received their first microform reader-printer. These libraries now have the opportunity to provide additional services, and their librarians have the need to quickly catch up with a technology which brings these services within the realm of possibility. Microforms are basically print materials with a dark image on a light background or a light image on a dark background, although pictorial material is also available in black and white and color. Materials used for many different purposes are appearing in microformats. Information previously available only in traditional print formats, such as monographs, pamphlets, serials, and newspapers, are becoming commercially available in microform. There is an increasing amount of original publishing on microfilm, and many of our public libraries are finding that they need to preserve rare and historically significant material which is now in deteriorating traditional print formats. In addition to microform materials copied from other print formats, there is also computer generated printout on microfilm which short-circuits the traditional printing process. This computer output on microfilm (COM) has many possible applications for libraries in both technical and public service areas. Micropublishing is

a dynamic field which is responding rapidly to the changes in film and filming techniques and to the demand for their product from library purchasers.

There are some inherent qualities of microfilm which make it a desirable format for library collections. Microfilm saves space, it gives patrons access to works otherwise unavailable, and it is easy to handle. It is portable and easily distributed in inter-library loan. In addition, it can be inexpensively duplicated without injury to the original film or the print format from which the original film was made. It is true, however, that availability of color is limited at present, the quality of positive or negative copy is not always good, and the user is always dependent upon machinery which may or may not be compatible with different microformats. Readability depends on the quality of both the software and the hardware. There are many variables including the size, contrast, and clarity of the original; the reduction ratio; the film; and the film processing. Quality of machine viewing is also dependent on many factors including the lens, the light source, the viewing surface, and the stage for film and fiche. Problems associated with availability of softwear, ease of utilization, and the quality of image gradually are being solved, however. Having made its appearance on the library scene almost forty years ago, microfilm is here to stay. First academic and special libraries and more recently

public and school libraries have come to realize that collecting and using materials in microformats make a great deal of sense.

Cooperative efforts in sharing library resources to avoid costly and unnecessary duplication are being increasingly emphasized in library collection building. The introduction of microform technology simultaneously in many Kentucky public libraries underlines the importance of cooperation. Many materials are currently available for local use on microfilm from the Kentucky Department of Library and Archives. The List of General Periodicals and Microfilm, (September, 1974) is available from that department in Frankfort. It will soon be supplemented with a list of additional microfilm materials being purchased through the Office of Special Collections with federal funds for cooperative library projects. In addition there is a Union List of Periodicals, a COM list produced jointly by the University of Louisville and the Department of Library and Archives, which include approximately 30,000 titles available to public libraries in Kentucky through the Kentucky Cooperative Library Information Project. This list includes the holdings of Kentucky university libraries which can be used as back-up for the public library network. There is a great deal of material in both periodical and special collections on microfilm which can

be filtered down to the local public libraries from large research collections within the state.

Procedures for retrieval of microfilm materials are essentially the same as those for book materials. Local librarians can refer to the guidelines for participation in the Kentucky Cooperative Library Information Project, (KENCLIP) and can contact their Development District Librarian, the KENCLIP District Information Officer, or the Department of Library and Archives for additional information.

Deciding what to acquire for the local public library collection is the most immediate problem for local librarians. There are several categories of materials which should be considered. Each public library or at least each development district should have available those tools which give access to the materials contained in collections available on a cooperative basis. Librarians should carefully choose indexes, catalogs, and union lists which help patrons identify and locate materials of interest. The Unabridged Readers Guide to Periodical Literature, which gives access to material contained in approximately 90 of more than 300 titles listed in the List of General Periodicals and Microfilm is a good place to begin. According to the actual and potential demand from the library's public, additional indexes should be considered. Among those of general interest are: Applied Science and Technology Index, Art Index, Biography Index, Biological and

Agricultural Index, Essay and General Literature Index, The Humanities Index, and Social Science Index. Indexes to newspapers, such as the New York Times Index, are also valuable sources for identifying and locating sources of information. Not every small public library should attempt to be a complete bibliographic center, but local access to the most consistently requested type of popular material should be provided locally, and arrangements to provide bibliographic services on a cooperative basis for research materials should be made. Microform information is usually print, and microfilm and microfiche should be considered as an alternative print format and not as a separate category on a library budget. As noted above much material is available in microform which would be otherwise unavailable in other print formats. The decision to buy a publication on microfilm or in hard copy when available in both should be based on the type of use and the frequency of use that material will receive. When an item is available on both fiche and roll film, the decision to purchase is based on type of material recorded on the film and the use to which it will be put. Microfiche is particularly appropriate for small bibliographic units which are used independently of each other. The fiche publications of Educational Resources Information Center (ERIC) are examples of the types of materials best produced on fiche. Most of the documents are short, requiring usually one fiche and seldom

more than two. Individual materials are arranged by accession number with access by subject descriptor. Some libraries choose to catalog and classify these publications in the same way that other print formats are cataloged and classified, which in small public libraries usually are Dewey and Sears. Some libraries which have a large number of them give access to these materials through the ERIC index, Resources in Education. Fiche is also better for any series which is published irregularly and infrequently because materials usually become more immediately available in smaller bibliographic units. Fiche is less expensive to replace than roll film. When circulated less material is taken at one time when available in small units. Microfilm rolls, however, are more suitable for browsing, and they do assure file integrity. Maintenance of a collection of fiche is more time consuming and therefore more costly than is maintenance of the same material on rolls. Periodicals and newspapers which receive heavy current retrospective use might necessitate two subscriptions, one hard copy and one microfilm or microfiche. Any serial publication which the library has considered valuable enough to bind should be considered a candidate for microfilm purchase.

The Department of Library and Archives suggests that genealogical records, local newspapers and local history be made

available on microfilm on a local basis. The Genealogical Society of the Church of Jesus Christ of Latter-Day Saints, Inc. (197 South Main Street, Salt Lake City, Utah 84111) has filmed and sells microfilm copies of local Kentucky records. Microfilm copies of local newspapers are often available from the newspaper office, and they can be purchased from the University of Kentucky which has filmed most of the papers for research purposes at the University. The Department of Library and Archives also has an extensive collection of newspapers and municipal records which can be borrowed or copied on microfilm for local acquisition. In addition to these holdings, other types of materials are available from special collections of research libraries in Kentucky. If the local library is willing to pay for original filming, many of these libraries will make microfilm copies of rare items which would not be available in hard copy. A union list of serials will provide information about serial holdings, and individual catalogs or lists will have to be checked for holdings in special collections. National union lists such as the National Register of Microform Masters should also be checked to see if another institution has already filmed material and can provide a microfilm copy from this master.

When purchasing microfilm copies from a photocopying agency, which may be a commercial company or a library, the local librarian should be aware of some basic terminology.

Because of confusion which continues to exist about the meaning of certain terms, the purchaser will have to check to be sure that he and the vendor speak the same language. There are two basic types of microfilm, a negative which is light print on a dark background and a positive which is a dark print on a light background. When a microfilm copy is made from another print format, the original camera film is referred to as the first generation and ideally becomes the master from which additional copies are made. This first generation film is usually negative. All copies made from the first generation are referred to as second generation; all copies made from second generation films are third generation. Copying techniques allow us to make either a positive or a negative. Patrons usually prefer to read from a positive, but a negative makes more easily read hard copy. It is also important to know that clarity is somewhat dependent upon film generation. It is appropriate for the vendor to make information about film generation available to the purchaser.

In addition to purchasing copies of materials already filmed, local librarians may want to have locally held materials preserved on microfilm. This service is provided by several agencies for Kentucky libraries, including the Department of Library and Archives, commercial agencies, and university libraries. In choosing a service bureau, the librarian must

consider the security in handling the original material, the bureau's reputation and amount of experience, the technological capabilities of the agency, the turn around time, and the cost.

In beginning to work with microforms, the librarian does have many good sources of information in the professional literature. There are also a number of specialized tools with which the librarian will want to become familiar. Included here is a list of general guides with short annotations, a selected list of catalogs, titles of four periodicals regularly devoting space to discussion of microforms, and a selected list of periodical articles covering the subject. Addresses of specialized publishers follow. The Department of Library and Archives will be supplying some of the titles mentioned to the local libraries, and librarians will want to order others. As librarians become increasingly aware of the abundance of material available on microfilm, purchases will undoubtedly increase, and a larger percent of the library budget will be devoted to materials in microformats. We are now in a position to make informed purchase decisions, and hopefully some of the information contained in the following list of sources will be of help in making these decisions.

General Guides

Avedon, Don. M. The User's Guide to Standard Microfiche Formats. New Rochelle, N.Y.: Microfilm Publishing Inc., 1971. 16 pp.

A single-source reference guide to all current basic microfiche formats.

Buyer's Guide. Silver Springs, Md.: National Microfilm Association, 1973. 53 pp.

A listing of NMA members by product and service.

Directory of Institutional Photocopying Services (Including interlibrary loan policies). Chicago: University of Chicago Library, 1969. 48 pp.

Mainly university services listed alphabetically by state.

Glossary of Micrographics. Silver Springs, Md.: National Microfilm Association, 1973.

Contains over 1,000 terms, including trademarks and trade names.

Guide to Microforms in Print. Englewood, Colo.: Microcard Editions, 1973.

A 25,000 title listing of monographs, serials, and newspapers available in microform, mainly from commercial publishers.

How to Select a Reader or Reader-Printer. Silver Springs, Md.: National Microfilm Association, 1974. 20 pp.

A consumer's guide helpful in choosing equipment.

Introduction to Micrographics. Silver Springs, Md.: National Microfilm Association, 1973. 27 pp.

Covers the fundamentals of micrographics; good for beginners.

Microfilm Source Book, 1974-75. New Rochelle, N.Y.: Microfilm Publishing Inc., 1974. 222 pp.

An annual which includes listings of micropublishers, products, trade names, service bureaus, associations, distributors, publications, sources of free literature, and publishers' addresses.

A Microform Handbook. Silver Springs, Md.: National Microfilm Association, 1974. 128 pp.

A guide to selection, acquisition, and use of microform software and hardware.

Microform Information: First Sources. Chicago: American Library Association, Resources and Technical Services Division, Resources Committee, Micropublishing Projects Subcommittee, 1973. 4 pp.

An introductory pamphlet.

Nitecki, Joseph Z., ed. Directory of Library Reprographic Services, 5th ed. Weston, Conn.: Microform Review, 1973.

A listing of approximately 240 libraries which offer microform and photocopying, with addresses, approximate cost, and types of services available.

Products and Services: A Complete Annotated Guide. Ann Arbor, Mich.: Xerox University Microfilms, 1974.

A catalog of Xerox catalogs and services.

Rice, E. Stevens. Fiche and Reel, rev. ed. Ann Arbor, Mich.: Xerox University Microfilms, 1972. 21 pp.

A primer designed to answer frequently asked questions concerning micropublishing.

Spigai, Frances G. The Invisible Medium: The State of the Art of Microform and a Guide to the Literature. Washington, D.C.: ERIC Clearinghouse on Library and Information Sciences, The American Society for Information Science, 1973. 31 pp.

Micropublishing, equipment, and guide to the literature available from ERIC (ED 075 029).

Storage and Preservation of Microfilms. Rochester, N.Y.: Eastman Kodak, 1965. 10 pp. (Kodak pamphlet P-108)

Specifications for optimum storage conditions and a discussion of technical aspects of film.

Subject Guide to Microforms in Print, 1973. Englewood, Colo.: Microcard Editions, 1973.

Subject arrangement of approximately 20,000 titles available in microform.

Veaner, Allen B. The Evaluation of Micropublications. Chicago: Library Technology Program, American Library Association, 1971.

A handbook for librarians which includes technical and bibliographic aspects of micropublishing, microreproduction, and methods of evaluating microreproduction.

Veaner, Allen B. and Alan M. Meckler. Microform Market Place, 1974-75. Weston, Conn.: Microform Review, 1974.

Catalogs

Black Studies and Culture. Ann Arbor, Mich.: Xerox University Microfilms, 1974.

Twenty-six serial titles recommended in Magazines for Libraries by William Katz.

Books on Demand: A Catalog of OP Titles. Ann Arbor, Mich.: Xerox University Microfilms, 1971.

Includes approximately 60,000 out-of-print titles, mostly monographs, available either on film or in bound photocopies.

Cybulski, Maryls, ed. Microform Reference, vol. 2. Santa Monica, Calif.: Updata Publications, 1973. 165 pp.

Catalog of the works of 37 micropublishers (excluding Bell & Howell and Xerox University Microfilms). A good source for smaller publishers.

Genealogies and Family Histories: A Catalog of Out-of-Print Titles. Ann Arbor, Mich.: Xerox University Microfilms, 1974.

Approximately 500 entries covering family genealogies, local histories, and military records.

Government Documents on Microfilm. Ann Arbor, Mich.: Xerox University Microfilms, 1974.

Two sections -- the first includes a listing of hard-to-obtain documents; the second lists government serials available in microform.

Guide to Microforms in Print, 1973. Englewood, Colo.: Microcard Editions, 1973.

A 25,000 title listing of monographs, serials, and newspapers available in microform, mainly from commercial publishers.

Microfilming Corporation of America. Catalog, 1973-74. Pittsburgh, Penna.

National Register of Microform Masters. Washington, D.C.: Library of Congress, Card Division, 1974.

Includes holdings of master microforms of monographs and serials by various libraries and commercial firms.

Newspapers in Microform. Washington, D.C.: Library of Congress, Card Division.

Two sections covering 1948-1972. The United States section includes 34,000 items; the foreign nearly 9,000 items.

Newspapers on Microfilm and Special Collections. Wooster, Ohio: Micro-Photo Division, Bell & Howell.

A listing of 5,000 newspapers mainly from the United States, plus several "special collections."

1973-74 Microfiche and Microform Publications. Englewood, Colo.: Microcard Editions, 1973. 134 pp.

Mainly a microcard catalog of thousands of titles, but also contains useful information.

Serials in Microform. Ann Arbor, Mich.: Xerox University Microfilms. 680 pp.

A comprehensive list of serials available in microform.

Veaner, Allen B. and Alan M. Meckler. International Microforms in Print: A Guide to Microforms of Non-United States Micropublishers, 1974-75. Weston, Conn.: Microform Review, 1974.

Contains approximately 6,000 titles available from about 40 non-U.S. micropublishers.

Journals with Micropublishing Information

Cuadra, Carlos, ed. Annual Review of Information Science and Technology. Chicago: Encyclopaedia Britannica.

An annual review including a chapter on microform technology.

Library Resources and Technical Services. Chicago: American Library Association.

"Annual Review of Developments in Copying, Micrographics, and Graphic Communication" is presented in the Spring issue each year.

The Microfilm Newsletter. New Rochelle, N.Y.:

Contains information for microfilm users and suppliers on applications, uses, personnel and industry changes, stock market reports, and summaries of materials in other publications.

Microform Review. Weston, Conn.: Microform Review.

Information on and reviews of micropublications written for and by librarians.

Claridge, P.R.P. "Microfiching of Periodicals From the User's Point of View." Aslib Proceedings 21 (August 1969): 306-11.

Darling, Pamela W. "Developing a Preservation Microfilming Program." Library Journal 99 (November 1, 1974):2803-9.

Diaz, Albert J. "Microreproduction Information Sources." Library Resources and Technical Services 11, no. 2 (Spring, 1967): 211-14.

Eaton, George T. "Preservation, Deterioration, Restoration of Photographic Images." Library Quarterly 40 (January 1970): 85-98.

Gabriel, Michael. "Surging Serial Costs: The Microfiche Solution." Library Journal 99 (October 1, 1974):2450-3.

"Microform Readers for Libraries." Library Technology Reports, November 1973.

"New York Times on Microfilm." Choice 5 (December 1968):1276-9.

Reichman, F. and J. M. Thorpe. Bibliographic Control of Microforms. New York: Greenwood Press, 1972.

Sullivan, Robert C. "Developments in Photoreproduction of Library Materials, 1970." Library Resources and Technical Services 15, no. 2 (Spring, 1971): 158-90.

_____. "Microform Developments Related to Acquisitions." College & Research Libraries 34 (January 1973): 16-28.

Veaner, Allen B. "The Crisis in Micropublication." Choice 5 (June 1968): 448-53.

_____. "Micropublication.: In Advances in Librarianship, vol. 2. Edited by Melvin J. Voigt. New York: Seminar Press, 1971.

_____. "Microreproduction and Micropublication Standards: What They Mean to You the User." Choice 5 (September 1968): 739-44.

Wiest, D. G. "An Introduction to Microfilms and Their Properties." Proceedings of the Annual Meeting of the National Microfilm Association 1969: 336-42.

Publishers' Addresses

American Library Association
50 East Huron Street
Chicago, Illinois 60611

American Society for Information Science
1140 Connecticut Ave., N.W.
Washington, D.C. 20036

Bell & Howell, Micro Photo Division
Old Mansfield Rd.
Wooster, Ohio 44691

Eastman Kodak Company
343 State Street
Rochester, N.Y. 14650

Encyclopaedia Britannica Inc.
425 N. Michigan Ave.
Chicago, Illinois 60611

Microcard Editions
5500 South Valentia Way
Englewood, Colorado 80110

formerly--
NCR Microcard Editions
901 26th Street, N.W.
Washington, D.C. 20037

Microfilm Publishing Inc.
P.O. Box 313 Wykagyl Station
New Rochelle, N.Y. 10804

Microfilming Corporation of America
21 Harristown Road
Glen Rock, N.J. 07452

Microform Review Inc.
P. O. Box 1297
Weston, Conn. 06880

National Microfilm Association
7828 Colesville Road
Silver Springs, Md. 20910

Xerox University Microfilms
300 North Zeeb Road
Ann Arbor, Mich. 48106